

# 1975 CARS & TRUCKS INDEX

BY SUBJECT AND TITLE—VOLUME 47/JANUARY THROUGH DECEMBER

Ford, Detroit Sponsor Bicentennial Ex-

FTC Cracks Down On Model Year Stand-

ards—July, p. 1
Galles Filling New Mexico Directorship—

hibit-July, p. 2

Dec., p.

#### **ADVERTISING**

Break The Barrier With Advertising—March, p. 31
Dealers Get Their Message Across On NBC Radio Network—Nov., p. 27
Lemon Aid—Carryall, Jan., p. 31
Making The Most Of Your Advertising Dollars—March, p. 30
Game Of The Name—Idea Of The Month, June, p. 33
Project Your Dealership Message With Specialty Advertising—Aug., p. 26
Promoting Your Business During The Bicentennial—July, p. 12
STP Ad Claims Rapped—As Is Today, Nov., p. 1

#### AS IS TODAY

Also From EPA—Aug., p. 2

AMC's Pride—Aug., p. 2

... And Non-Computed Testing—March, p. 1

Assemblyline Cutback—Dec., p. 1
Attention, Environmentalists—Aug., p. 1
Better Idea From White House—May, p. 1
Better Safety Than Sorry—Dec., p. 2
Boost for Chrysler—Dec., p. 2
Break With Tradition, A—Feb., p. 2
California Thermometer—Oct., p. 1
Champion Test Program—Aug., p. 2
Change Of Pace—Feb., p. 2
Chink in EPA Armor—Dec., p. 1
Cited For Service—March, p. 2
Clean Air—Feb., p. 1
Clutching Affair, A—Jan., p. 2
Computer Testing—March, p. 1
Confidence Game—May, p. 1
Confidence Game—May, p. 1
Converters Beneficial—April, p. 1
Converters Beneficial—April, p. 1
Correcting False Impressions—Nov., p. 2
Dealers In The Spotlight—March, p. 2
Disaster Area—Feb., p. 1
Drawing A Bead on Government—June, p. 1
Engine Study Looks To Future—Oct., p. 1
EPA Frontiersmanship—Feb., p. 1
EPA Money For Mechanic Training—Aug., p. 2
Factories Join Labeling Program—Oct., p.

Gas-Saving Plan—May, p. 2 Give It Time To Work—April, p. 2 GM Movin' On With Diesel Plans—Nov., p. 1 Good Consumer Weather—May, p. 1 Good News and Bad—May, p. 2 Government Standards Take It On Chin-Aug., p. 1 Hands Off!—June, p. 1 Hard To Digest—March, p. 1 Headquarters Business—May, p. 2 Helmet Blues For Three States-Sept., p. Here's Help With SBA Loans—Nov., p. 2 Here's More on HydroFuel—Aug., p. 2 High Performance Market Still Alive— Dec., p. 2
Highway Fund Byproducts—April, p. 2
Import Scene, The—May, p. 1
Inflation Worries Top Recession Woes— July, p. 1 Is National Speed Limit Working Out?-Dec., p. 1 Is This Good News Or Bad For Imports-Nov., p. 1 Limited Edition—April, p. 1 Making Book In The Auto Business—March, p. 2
Matter Of Image, A—Oct., p. 2
Mazda Re-Orients—March, p. 1
Metrication—Feb., p. 1
More About Noise Pollution—July, p. 1
. . More About That Speed Limit—May, p. 2 New Approach To Fleets—June, p. 1 New Celica Debuts—April, p. 2 New Letter In Production Derby-July, p. New Mobile Course—June, p. 2 New Pattern, A—Oct., p. 2 NHTSA Plans Consumer Hotline—Oct., p. No Fuelish Laws, Please!- Jan., p. 1 Non-Scents-ical Ideal, A-June, p. 2 Northwood Grads Win CAM Certification-July, p. 2 Northwood Summer Courses-April, p. 2

Old Answer To Current Transit Problems—
July, p. 1
On The Other Hand—Jan., p. 1
Pacific Storm—Oct., p. 2
500 Percent Mistake, A.—June, p. 1
Pontiac Milestone—Aug., p. 1
Postal Service Does It, Too—July, p. 2
Push For Pooling—Oct., p. 1
Putting Squelch On Citizen Band Abuse—
Nov., p. 2
Radials Roll On—Sept., p. 1
Registration Heading For Half-Billion
Mark—Sept., p. 1
Rubber Game, The—Feb., p. 2
Rusty Problems—May, p. 2
Seeding The Warner Fields—Feb., p. 2
Seventy M.P.G.—Jan., p. 2
Seyenty M.P.G.—Jan., p. 2
Sign Of The Times—March, p. 1
Shy-High Farmer—March, p. 1
Southeast Truck Dealers, Take Note—Oct., p. 1
Spotlight On Electrics—July, p. 2
STP Ad Claims Rapped—Nov., p. 1
Summer Help—June, p. 2
Taking The 'Bang' Out Of Crash Testing—
Nov., p. 2
Texas Fights Back—March, p. 2
Truck Convention—April, p. 1
Turnabout—March, p. 2
Van's Star On Rise—Sept., p. 1
What's Happening With RV Sales?—Aug., p. 1
What's In A Number?—July, p. 2

Not So Tender Trap-June, p. 2

#### AUTOMOBILE TRADE ASSOCIATION MANAGERS

ATAM Input-April, p. 36 Meet Your Congressman-Jan., p. 11

# **AUTO MANUFACTURERS**

AMC Moves The Mail—Carryall, Jan., p. 31

AMC's Pride—As Is Today, Aug., p. 2

. . And Non-Computer Testing—As Is Today, March, p. 1

Assemblyline Cutback—As Is Today, Dec., p. 1

Change Of Pace—As Is Today, Feb., p. 2

First For Aluminum—April, p. 1 Flexible Bumpers—June, p. 2 Computer Testing-As Is Today, March, p.

Detroit's 1976 Coming Out Party: The Frills Are Gone—Oct., p. 20 Engine Study Looks To Future—As Is

Today, Oct., p. 1
Factories Join Labeling Program—As Is

Today, Oct., p. 2
Ford Donates Experimental Models—As Is Today, Dec., p. 2 FTC Cracks Down On Model Year Stand-

ards—As Is Today, July, p. 1

GM Movin' On With Diesel Plans—As Is
Today, Nov., p. 1

Headquarters Business—As Is Today, May,

p. 2 How Factories Can Help With Those New

Facilities-Aug., p. 6 Mazda Re-Orients-As Is Today, March, p.

Pontiac Milestone-As Is Today, Aug., p.

What's In A Number?-As Is Today, July,

#### AWARDS

Cited For Service-As Is Today, March, p. Honors For 'Quality'—March, p. 46
Paul E. Miller Is Truck Dealer Of The
Year—June, p. 29
Safety Award To Pennsylvania Dealership—June, p. 29 TMQDA Winners—The Best In The Business—Dec., p. 20

#### **BUSINESS BUILDERS**

Mastering The Computer Monster-Aug., p. Put Customer Confidence 'In The Bag'-June, p. 36 Time For Air Checks-May, p. 34

Business Builders: Log Your Showroom

#### **BUSINESS MANAGEMENT**

Traffic—April, p. 23
Business Management: Better Analysis For
Profit—June, p. 22
Compensating Your Managers—March, p. Computerizing The Dealership-April, p. 18 Economy Drain You Can Do Something About, The—Feb., p. 10 Game Plan For Cost Cutting—Jan., p. 19 Good Health Is Good Business—Aug., p. How LIFO Works-Feb., p. 22 How To Make Yourself Understood-Sept., p. 16

How to Run More Than One Dealership At A Time—May, p. 30 Ingredients For Success—March, p. 56 In-House Computer Systems—March, p. 45
Insurance Workshop—March, p. 18
Make Your Service Department Go With
Extended Hours—April, p. 6
Management Compensation Plans—Nov.,

Man In The Middle—Sept., p. 6 Mid-Level Management Courses For Dealers—Sept., p. 8 Opportunities For Dealers' Wives In Auto-

motive Retailing—March., p. 57 Reader's Corner—Carryall, May, p. 40 Recauting, Training And Motivating Service
And Parts Managers And Service Advisors—April, p. 14
Salesmen's Pay Plans—March, p. 55
To Grow Is To Change—March, p. 26
What Makes, Your Workers Tick?—Sept., p.

#### CARRYALL

AAA Says—Nov., p. 32 Accidet Study—May, p. 39 Active Agency—Oct., p. 40 AMC Moves The Mail—Jan., p. 31

Anniversary—May, p. 39 Arabian Retreads—April, p. 39 Auto Theft-July, p. 40 Bad News In Europe-May, p. 40 Bad News In Europe—May, p. 40
Better Idea, A—Aug., p. 39
Birthday—June, p. 39
Blame It On Nature—May, p. 39
Blow To The Feminists, A—Feb., p. 32
Bus Program—May, p. 40
Bus Study—May, p. 39
Canada Stands Firm—May, p. 40 Clean Slate—July, p. 40 Comeback—May, p. 40 Could Care Less—Aug., p. 39 Could Care Less—Aug., p. 39
Credit—June, p. 39
Delinquencies Up—May, p. 40
Deterioration—March, p. 63
DOT Scorned—Dec., p. 48
'Don't Get Around Much Anymore'—April, p. 39 Drift To The Right—Dec., p. 48 Duck Wore Tennis Shoes, The—July, p. 40 Emission Grants—Oct., p. 40 Emissions Study—Nov., p. 32 Energy Study—Oct., p. 40 Face-Lift—March, p. 64 Fearless—Nov., p. 32 Film Fare—Sept., p. 32
For The Future—Sept., p. 32
Fuel Facts—Aug., p. 40
Good News-Bad News—June, p. 39 Good Reading-April, p. 40 Grand Occasion—Oct., p. 40 High Speeders—June, p. 40 Highways And Historic Preservation-Jan., Hope For The Highway-March, p. 63 Hydrogen Power—Dec., p. 48 If You Think Today Is Bad—Dec., p. 47 Inflation Strikes Again—Feb., p. 32 Just Your Ordinary Customer—March, p.

Just Rumor—Dec., p. 47 Lemon Aid—Jan., p. 31 Load, A—Sept., p. 32 Loans Go Doun—Sept., p. 31 Long And Short Of It, The—Feb., p. 32 Long And Short Of It, The—Feb., p. 32 Long Way Off—Dec., p. 47 Look Out—June, p. 39 Meanwhile, Back At The Bog—Aug., p. 39 Methanol Study—June, p. 40 Milages In Trouble—Aug., p. 40 Mileage Booster—May, p. 40 Minute Means A Lot, A—June, p. 39 Morece Well—Avgil p. 40 Money Well—April, p. 40 Moon Rubber—Jan., p. 32 More About Energy—Aug., p. 39 Mr. Football—Feb., p. 32 Must, A—June, p. 39 N.TISA Exemption—Oct., p. 39 No-Fault—March, p. 64 No Place For A Car—Dec., p. 48 No Place For A Car—Dec., p. 48 Noise Prompts Study—Jan., p. 32 Number Three—Dec., p. 47 Off The Press—Aug., p. 40 Only Way Is Up, The—July, p. 40 On The One Hand—June, p. 40 Orange Is Beautiful—March, p. 64

Other Stats—May, p. 40
Pardon My Foot—Dec., p. 48
Pay Raise—Oct., p. 39
Popularity Poll—June, p. 40 Possible Contender—Aug., p. 39 Productivity Study—Sept., p. 32 Rate The Ride—Jan., p. 31 Reader's Corner-May, p. 40 Record-Dec., p. 48 Research Increase-March, p. 63 Research Increase—March, p. 63
Revolutionary Design—Dec., p. 48
Rolls Royce, Anyone?—April, p. 39
Solar Prospectus—Oct., p. 39
Something New—April, p. 39
Something New For Tallinn—March, p. 64
Sometimes They Have Opinions—April, p.

Stress Study—March, p. 64
"Synthetic Oil"—Aug., p. 40
Taking The Strain Off Petroluem—Oct., p.

That Farmer Ahead May Not Be-Oct., p. There's More-Oct., p. 40 They Weren't Kidding—Aug., p. 39 Think Of The Other Guy—March, p. 63 Thought You'd Want To Know Dept.—May, 40 Variable Life—April, p. 40 Welcome Relief—April, p. 40 What's In A Name—Sept., p. 32 What's New With Water—June, p. 40 While We're On The Subject-Aug., p. 40 Winter Forecast-May, p. 39

#### COMMITTEE REPORTS

Governmental Relations Committee Report-March, p. 14 Industry Relations Committee Report-March, p. 10

#### COMMUNITY RELATIONS

All Aboard For The Freedom Train-July, p. 36 p. 36

AMC's Pride—As Is Today, Aug., p. 2

The Dealer And His Shadow—March, p. 28

Discover America—Again—July, p. 26

Ford, Detroit Sponsor Bicentennial Exhibit—As Is Today, July, p. 2

Getting Approval For Your Community's Bicentennial Project—July, p. 8 centennial Project—July, p. 8
Help Your Community Clean Up The
"Junkers"—Feb., p. 14
Help With The Fight Against Stolen Cars— April, p. 30 Historical Preservation Highways & —Carryall, Jan., p. 32
Improving Your Community Image—March, p. 28
Keep Your Eye On That Grand Old Flag-July, p. 24 Mr. Football—Carryall, Feb., p. 32 Pontiac Milestone-As Is Today, Aug., p.

#### COMPUTERS

The Computer And The Bug-Oct., p. 34 Computerizing The Dealership-April, p. 18 Computer Testing-As Is Today, March, p. In-House Computer Systems-March, p. 45 Mastering The Computer Monster-Business Builders, Aug., p. 35 Mileage Booster-Carryall, May, p. 40

# CONGRESS

Big Government Vs. The Trucking In-dustry—June, p. 16 Congressional Calendar—As Is Today, Feb., p. 1 Good Consumer Weather-As Is Today, May, p. 1
Meet Your Congressman—Jan., p. 11
Report To Congress—May, p. 20
What Dealers Can Expect From The 94th Congress-Jan., p. 6

#### CONSUMERISM

The Quest For Sensible Standards-Jan., p.

#### CONSUMER RELATIONS

Confidence Game-As Is Today, May, p. Credit Insurance-High Profits From Low Overhead Source—April, p. 24 A Dictionary For The Dealership—Sept., p. Good Consumer Weather-As Is Today, May, p. 1 How To Make Yourself Understood-Sept.,

p. 16 Lemon Aid-Carryall, Jan., p. 31 NHTSA Plans Consumer Hotline-As Is

Today, Oct., p. 2

Owner Retention And Satisfaction-March, p. 33

Texas Fights Back-As Is Today, March, p. 2

#### CONVENTION (NADA 59th ANNUAL)

Equipment Exposition: Helping Dealers Build A Better Business Platform-Dec., p. 12

Just For The Ladies—Dec., p. 18
Keeping Ahead Of The Game—Dec., p. 10

Las Vegas—Truly The Dealer's Town-Dec., p. 15 NADA's 'Tour' de Force—Dec., p. 32

### **CONVENTION (TRUCKS)**

Learning To Live With Our Economy-June, p. 10 Southeast Truck Dealers Take Note—As Is Today, Oct., p. 1
Truck Convention—As Is Today, April, p.

TRX-75: They Came To Learn-June, p. 6

#### CONVENTION PROCEEDINGS (NADA 58th ANNUAL)

Convention Album—March, p. 42 Governmental Relations Committee Report-March, p. 14 Industry Relations Committee Report-March, p. 10 1974 NADA President's Report-March, p. 1975 NADA President's Acceptance Remarks-March, p. 8
Dealers In The Spotlight-As Is Today,

# **CONVENTION WORKSHOPS**

March, p. 2

(NADA 58th ANNUAL) Break The Barrier With Advertising-March, p. 31 Compensating Your Managers-March, p. Components Of A Successful Body Shop-March, p. 36 Dealer And His Shadow, The-March, p. 28 Don't Let Your Taxes Surprise You-March, F&I-Your Low Overhead Profit Source-

March, p. 49

How To Manage Your Money (Wives)—
March, p. 60

Improving Your Community Image—March,

Increased Interest In Your Dealership Insurance Program Can Prevent Loss And Keep Your Rates Stable-March, p.18 Ingredients For Success-March, p. 56 In-House Computer Systems-March, p. 45 Make Them Want That Used Car-March,

p. 25

Making The Most Of Your Advertising Dol-lars—March, p. 30

Making Money In Your Service Depart-ment—March, p. 31

Meeting Merchandising Objectives-March,

p. 38
Merchandising Ideas For Import Dealers—
March, p. 52
March P. 52
March P. 52
March P. 52
March P. 52 Merchandising Ideas For A Small Dealer-

ship-March, p. 40 Owner Retention And Satisfaction-March,

p. 33 Opportunities for Dealers' Wives In Automo-

tive Retailing (Wives)—March, p. 57 Recruiting And Training Of Service And Parts Managers And Service Advisors—

March, p. 44 Salesmen's Pay Plans—March, p. 54 To Grow Is To Change—March, p. 26 Your Body Shop: A Real Profit Center March, p. 35 Used Car Merchandising-March, p. 60 **CONVENTION WORKSHOPS** (TRUCKS)

Business Management: Better Analysis For Profit—June, p. 22 Heavy-Duty Truck Parts Business In

1975—June, p. 27 Truck Service Management In The 70s— June, p. 18

### CRIME

Auto Theft--Carryall, July, p. 40 The Economy Drain You Can Do Something About—Feb., p. 10 Help With The Fight Against Stolen Cars—

April, p. 30 Wanted By The FBI: Roy Warren John-

son—April, p. 15 Wanted By The FBI: Joseph John Mack, Elaine Mack—Jan., p. 26 Wanted By The FBI: George Edward

O'Brien; Marilyn Irene O'Brien-May, p.

#### **DEALERSHIP FACILITIES**

Customizing With Standard Compo-nents—Aug., p. 22 Give Your Body Shop A Face Lift (Part I)—Aug., p. 31

Give Your Body Shop A Face Lift (Part II)—Sept., p. 20
How The Factories Can Help With Those New Facilities—Aug., p. 6
How To Run More Than One Dealership At

A Time—May, p. 30
Import Dealership Facilities: What Are The Requirements?—Aug., p. 10
Pre-Engineered Buildings: The Armco Ap-

proach—Aug., p. 18
Pre-Engineered Buildings: The Trend Toward Improved Appearance-Aug., p.

Pre-Plan Your Dealership Facilities-April, p. 32 The World Of Pre-Engineered Buildings-

Aug., p. 13

#### DESIGN

A Break With Tradition-As Is Today, Feb., p. 2 Flexible Bumpers—As Is Today, June, p. The Long And Short Of It-Carryall, Feb.,

p. 32

Seventy M.P.G.—As Is Today, Jan., p. 2 Spotlight On Electrics—As Is Today, July,

# DEPARTMENT OF TRANSPORTATION

'Don't Get Around Much Anymore'-Carryall, April, p. 39 DOT Scolded—Carryall, Dec., p. 48

# **EMPLOYER-EMPLOYEE RELATIONS**

Man In The Middle—Sept., p. 6 Seeding The Warner Fields—As Is Today, Feb., p. 2 What Makes Your Workers Tick—Sept., p.

# **ENERGY**

A Better Idea—Carryall, Aug., p. 39 Champion Test Program—As Is Today, Aug., p. 2 Detroit's 1976 Coming Out Party: The Frills

Are Gone—Oct., p. 20 The Energy Situation: Problems for Present

And Future—June, p. 12
The Energy Situation: Hope On The Horizon—Sept., p. 24
Energy Study—Carryall, Oct., p. 40
Engine Study Looks To Future—As Is Today, Oct., p. 1 Factories Join Labeling Program—As Is

Today, Oct., p. 2

Gas-Saving Plan-As Is Today, May, p. 2

Is National Speed Limit Working Out?—As Is Today, Dec., p. 1 More About Energy—Carryall, Aug., p. 39 More About That Speed Limit—As Is Today,

May, p. 2 No Fuelish Laws, Please!—As Is Today, Jan., p. 1 On The Other Hand-As Is Today, Jan.,

Quote Of The Month: Dr. Henry Duncombe,

Jr.—April, p. 26 Solar Prospectus—Carryall, Oct., p. 39 Taking The Strain Off Petroleum—Carryall, Oct., p. 39

Turnabout—As Is Today, March, p. 2 What's New With Water?—Carryall, June, p. 40

#### **ENVIRONMENTAL PROTECTION AGENCY**

Chink In EPA Armor-As Is Today, Dec.,

Also From EPA-As Is Today, Aug., p. 2 EPA Frontiersmanship-As Is Today, Feb.,

EPA Money For Mechanic Training-As Is

Today, Aug., p. 2
Factories Join Labeling Program—As Is

Today, Oct., p. 2 Noise Prompts Study—Carryall, Jan., p. 32 A 500 Percent Mistake—As Is Today, June,

Turnabout-As Is Today, March, p. 2

# **FINANCE & INSURANCE**

Credit—Carryall, June, p. 39 Credit Insurance—High Profits From Low Overhead Sources—April, p. 24 Delinquencies Up—Carryall, May, p. 40 ESOP: Fable Or Salvation?—May, p. 26 F&I: Your Low Overhead Profit Source-

March, p. 49
Game Plan For Cost Cutting—Jan., p. 19
Here's Help With SBA Loans—As Is Today,

Nov., p. 2 Loans Go Down—Carryall, Sept., Low-Cost Loans Available For OSHA Com-

pliance—Aug., p. 24
Money Well—Carryall, April, p. 40
No-Fault—Carryall, March, p. 64
The Only Way Is Up—Carryall, July, p. 40
Other Stats—Carryall, May, p. 40 Variable Life-Carryall, April, p. 40

# **FORECAST**

Different Kind of Engine . . . Ready In 10 Years—Nov., p. 8

Hydrogen Power—Carryall, Dec., p. 48
Quote Of The Month—Oct., p. 12
Registrations Heading For Half-Billion
Mark—As Is Today, Sept., p. 1

Truck Industry Faces Tomorrow—Nov., p.

What Dealers Can Expect From The 94th Congress-Jan., p. 6

#### **HIGHWAYS**

America And Its Automotive Dream-July, p. 16

Active Agency—Carryall, Oct., p. 40 That Farmer Ahead May Not Be—Carryall, Oct., p. 39

Oct., p. 39
The American Highway System: From Trails
To Turnpikes—July, p. 19
Clean Air—As Is Today, Feb., p. 1
Deterioration—Carryall, March, p. 63
DOT Scolded—Carryall, Dec., p. 48
Highway Fund Byproducts—As Is Today,
April p. 2

April, p. 2

Highway Safety: The Major Stumbling

Blocks—Dec., p. 34

Highways & Historic Presevation—Carryall,

Jan., p. 32

Hope For The Highway-Carryall, March, p. 63

Inflation Strikes Again-Carryall, Feb., p.

Metrication—As Is Today, Feb., p. 1 Minute Means A Lot, A—Carryall, June, p. 39

Number Three—Carryall, Dec., p. 47
Putting Squelch On Citizen Band Abuse—As
Is Today, Nov., p. 2
Something New For Tallinn—Carryall,

March, p. 64
Somtimes They Have Opinions—Carryall,
April, p. 40
Quote Of The Month: Paul Schuster—Sept., p. 31

#### IDEA OF THE MONTH

Dictionary For The Dealership, A-Sept., p. 22 Dealership Opportunities At Shopping Malls—April, p. 29
Don't Blow Your Coolant—Jan., p. 27
Game Of The Name—June, p. 33

#### **IMPORTS**

After The Sale—May, p. 13 Birthday —Carryall, June, p. 39 California Thermometer—As Is Today, Oct., p. 1

A Clutching Affair-As Is Today, Jan., p. Correcting False Impressions-As Is Today,

Nov., p. 2 Headquarters Business-As Is Today, May, p. 2

Import Dealers & Their Franchise Agreements-May, p. 6

Import Dealership Facilities: What Are The Requirements?—Aug., p. 10 Import Scene, The—As Is Today, May, p.

Ingredients For Sucess-March, p. 56 Is This Good News Or Bad For Imports?—As

Is Today, Nov., p. 1 Just Your Ordinary Customer-Carryall, March, p. 64
Mazda Re-Orients—As Is Today, March, p.

Merchandising Ideas For Import Dealers— March, p. 52 Midgets In Trouble—Carryall, Aug., p. 40 New Celica Debuts—As Is Today, April, p.

New Leader In Production Derby-As Is

Today, July, p. 1
Report To Congress, A-May, p. 20
Rolls Royce, Anyone?-Carryall, April, p.

Sales Program That Really Works For Import Dealers, The-May, p. 14 They Weren't Kidding-Carryall, Aug., p. 39

# **INDUSTRY LEADERS**

Drawing A Bead on Government-As Is Today, June, p. 1 Economy: View From The Top, The-Jan.,

Import Dealers & Their Franchise Agreements-May, p. 6 Sign Of The Times-As Is Today, March,

Quest For Sensible Standards, The-Jan.,

#### INTERNAL REVENUE SERVICE

LIFO, The Accountant's Answer To Inflation: Is It Your Cup of Tea?— March, p. 20

#### LABOR

Anniversary—Carryall, May, p. 39
Bad News In Europe—Carryall, May, p. 40
Disaster Area—As Is Today, Feb., p. 1
Good Health Is Good Business—Aug., p.

Pay Raise—Carryall, Oct., p. 39 Productivity Study—Carryall, Sept., p. 32 Quote Of The Month: Oscar A. Lundis, Vice Chairman, General Motors Corp. - June, p. 20

# LEGISLATION

Good Consumer Weather-As Is Today, May, p. 1 No Fuelish Laws, Please!-As Is Today. Jan., p. 1 What Dealers Can Expect From The 94th Congress-Jan., p. 6

#### LIFO

How LIFO Works—Feb., p. 22 LIFO, The Accountant's Answer To Inflation: Is It Your Cup of Tea?— March, p. 20

#### **MASS TRANSIT**

Bus Program—Carryall, May, p. 40 Bus Study—Carryall, May, p. 39 Duck Wore Tennis Shoes, The—Carryall, July, p. 40
Fearless—Carryall, Nov., p. 32
Answer To Current Transit Problems—As Is Today, July, p. 1
Push For Pooling-As Is Today, Oct., p. Something New-Carryall, April, p. 39

# MECHANIC CERTIFICATION

EPA Money For Mechanic Training-As Is Today, Aug., p. 2 Film Fare—Carryall, Sept., p. 32 Record—Carryall, Dec. p. 47

# **MERCHANDISING & SALES**

Change Of Pace—As Is Today, Feb., p. 2 Lemon Aid—Carryall, Jan. p. 31 Log Your Showroom Traffic—Business Builders, April, p. 23 Meeting Merchandising Objectives-March, p. 38
Merchandising Ideas For Import Dealers— March, p. 52 Merchandising Ideas For A Small Dealership—March, p. 40 Merchandising And Selling Wheel Service-Nov., p. 18 Opportunities For Dealer's Wives In Automotive Retailing-March, p. 57 Sales Program That Really Works For Import Dealers, The-May, p. 14 Seeding The Warner Fields-As Is Today,

Feb., p. 2 Used Car Merchandising—March, p. 60

# **MISCELLANEOUS**

Charles D. Clark: A Dealer In Motion,-April, p. 9
Golden Anniversary For Wisconsin
Dealer—June, p. 37
Hall Of Fame: An Automotive Showplace,
The—Nov., p. 31
Keep Your Eye On That Grand Old Flag— July, p. 24
Look Out—Carryall, June, p. 39
Not So Tender Trap—As Is Today, June, Research Increase—Carryall, March, p. 63 Sky-High Farmer—As Is Today, March, p. We Need That Christmas Feeling-Dec., p.

#### NADA ACTIVITIES

ATD: Serving Truck Dealers-June, p. 8 Who's Who in NADA-Dec., p. 26

# **NEW CARS**

Break With Tradition, A-As Is Today, Feb., p. 2

Detroit's 1976 Coming Out Party: The Frills Are Gone-Oct., p. 20 For The Future—Carryall, Sept., p. 32 Limited Edition—As Is Today, April, p. 2 New Celica Debuts-As Is Today, April, p. Seventy M.P.G.—As Is Today, Jan., p. 2 Spotlight On Electrics—As Is Today, July, p. 2

#### **NEW PRODUCTS**

Energy Situation, The: Hope on The Horizon-Sept., p. 24 First For Aluminum-As Is Today, April, Here's More On HydroFuel-As Is Today, Aug., p. 2 Meanwhile, Back At The Bog—Carryall, Aug., p. 39 Moon Rubber—Carryall, Jan., p. 22 Plastics And The Auto Industry-Nov., p. Possible Contender—Carryall, Aug., p. 39 Rubber Game, The—As Is Today, Feb., p. Rusty Problems—As Is Today, May, p. 28
"Synthetic Oil"—Carryall, Aug., p. 40
Taking The Strain Off Petroleum—Carryall, Oct., p. 39

#### NORTHWOOD INSTITUTE

News About Northwood-Jan., p. 17 Northwood Grads Win CAM Certifications—As Is Today, July, p. 2
Northwood Summer Courses—As Is Today, April, p. 2

#### OUTLOOK

The Economy-View From The Top-Jan., p. 8 Quote Of The Month-Aug., p. 20

#### **PARTS**

Heavy-Duty Truck Parts Business in 1975, The-June, p. 27
Put Customer Confidence 'In The Bag'-Business Builders, June, p. 36
Recruiting, Training & Motivating Service And Parts Managers & Service Advisors—April, p. 14
Running Parts & Service With The Customer—And Profit—In Mind—April, p.

#### POLLUTION

Also From EPA-As Is Today, Aug., p. 2 Attention, Environmentalists-As Is Today, Aug., p. 1
Blame It On Nature—Carryall, May, p. 39
Canada Stands Firm—Carryall, May, p. 40
Champion Test Program—As Is Today, Aug., p. 2 Clean Air—As Is Today, Feb., p. 1 Converters Beneficial—As Is Today, April, Emissions Study-Carryall, Nov., p. 32 Engine Study Looks To Future-As Is Today, Oct., p. 1 EPA Frontiersmanship—As Is Today, Feb., Give It Time To Work-As Is Today, April, p. 2 More About Noise Pollution—As Is Today, July, p. 1 Noise Prompts Study—Carryall, Jan., p. 32 Non-Scents-ical Idea, A—As Is Today, June, p. 2 Pacific Storm-Pacific Storm—As Is Today, Oct., p. 2 500 Percent Mistake, A—As Is Today, June, p. 1

# PROMOTION CAMPAIGNS

Change Of Pace-As Is Today, Feb., p. Getting Approval For Your Community's Bi-

centennial Project-July, p. 8 Hot Air-Carryall, Feb., p. 32 Idea Of The Month-April, p. 29 Project Your Dealership Message With Spe-cialty Advertising—Aug., p. 26 Promoting Your Business During The Bicentennial-July, p. 12 Seeding The Warner Fields—As Is Today, Feb., p. 2 Texas Fights Back—As Is Today, March, p. 2

#### **PUBLICATIONS**

Automotive News-Oct., p. 8 Adiomotive News—Oct., p. 8 Good Reading—Carryall, April p. 40 Making Book In The Auto Business—As Is Today, March, p. 2 Car Dealer "Insider" Newsletter—Oct. p. 9 Commercial Car Journal-Oct. p. 14 Fleet Owner—Oct., p. 17 A Message from NADA President William E. Hancock, Jr.—Oct., p. 7 E. Hancock, Jr.—Oct., p. 7
Motor—Oct., p. 15
Motor News Analysis—Oct., p. 10
Off The Press—Carryall, Aug., p. 40
Once Upon A Time—Carryall, Oct., p. 40
Productivity Study—Carryall, Sept., p. 32
Reader's Corner—Carryall, May, p. 40
Summer Help—As Is Today, June, p. 2
While We're On The Subject—Carryall,
Aug., p. 40 Aug., p. 40
Southern Automotive Journal—Oct., p. 18
Transport Topics—Oct., p. 16
Ward's Communications, Inc.—Oct., p. 18

#### QUOTE OF THE MONTH

Dr. Henry Duncombe, Jr., Vice President And Chief Economist, General Motors Corp.—April, p. 26
Oscar A. Lundin, Vice Chairman, General
Motors Corp.—June, p. 20
Carl H. Madden, Chief Economist,
Chamber Of Commerce Of U.S.—Aug., p. 20 Paul Schuster, Chairman Of The Board, American Trucking Association—Sept., 31 William T. Sibber, Economist, National Association Of Credit Management-Oct., p. 12

#### **RECREATIONAL VEHICLES**

Stimulant For Profit, A-Feb., p. 6 Van's Star On Rise-As Is Today, Sept., What's Happening With RV Sales?-As Is Today, Aug., p. 1

# RENTALS, LEASING, FLEETS

New Approach To Fleets-As Is Today, June, p. 1 Postal Service Does It, Too-As Is Today, Stimulant For Profit, A-Feb., p. 6

#### SAFETY

AAA Says—Carryall, Nov., p. 32
Accident Study—Carryall, May, p. 39
Bald Is Bad—Carryall, April, p. 39
Better Idea From White House—As Is
Today, May, p. 1
Better Safety Than Sorry—As Is Today,
Dec., p. 2
Blow To The Feminists, A—Carryall, Feb.,
p. 32 p. 32 Clean Slate—Carryall, July, p. 40 Good News-Bad News—Carryall, June, p. Government Standards Take It On Chin-As Is Today, Aug., p. 1

Helmet Blues For Three States—As Is
Today, Sept., p. 1

Highway Fund Byproducts—As Is Today, April, p. 2 High Speeders—Carryall, June, p. 40 Highway Safety: The Major Stumbling Blocks—Dec., p. 34 Is National Speed Limit Working Out?-As Is Today, Dec., p. 1 Just Rumor—Carryall, Dec., p. 47 Low-Cost Loans Available For OSHA Compliance—Aug., p. 24 More About That Speed Limit—As Is Today, May, p. 2 Must, A—Carryall, June, p. 39 NHTSA Exemption—Carryall, Oct., p. 39 NHTSA Plans Consumer Hotline—As Is Today, Oct., p. 2 Orange Is Beautiful-Carryall, March, p. Pardon My Foot—Carryall, Dec., p. 48 Poor Casting—As Is Today, May, p. 1 Rate The Ride—Carryall, Jan. p. 31 Safety Award To Pennsylvania Dealership—June, p. 29 Snow Tires Still Needed—As Is Today, Oct., Stress Study—Carryall, March, p. 64 Taking The 'Bang' Out Of Crash Testing— As Is Today, Nov., p. 2 Think Of The Other Guy-Carryall, March, p. 63 While We're On The Subject—Carryall,

Aug., p. 40

Economy Drain You Can Do Something About, The-Feb., p. 10

#### SERVICE

After The Sale—May, p. 13 Auto Air Conditioners: Handle With Care—Aug., p. 34
Components Of A Successful Body Shop-March, p. 36 March, p. 36

Don't Blow Your Coolant—Jan., p. 27

Give Your Body Shop A Face Lift (Part I)—Aug. p. 31

Give Your Body Shop A Face Lift (Part II)—Sept., p. 20

Good Reading—Carryall, April, p. 40

Make Your Service Department Go With Fettanded House. Avril p. 6 Recruiting And Training of Service And Parts Managers And Service Advisors— April, p. 14

Extended Hours—April, p. 6

Making Money In Your Service Department—March, p. 34

Matter Of Image, A—As Is Today, Oct., Merchandising And Selling Wheel Ser-

vice—Nov. p. 18
NASVEC: The Future For The AutomotiveService Industry—June, p. 34
Recruiting And Training Of Service And Parts Managers And Service Advisors-

March, p. 44
Running Parts & Service With The Customer—And Profit—In Mind—April, p.

Servicing Truck Cab Air Systems-Sept., p. 28

Time For Air Checks-Business Builders-May, p. 34
Truck Service Management In The '70s-

June, p. 18 Your Body Shop: A Real Profit Center-March, p. 35

California Thermometer-As Is Today,

# **STATISTICS**

Oct., p. 1
Comeback—Carryall, May, p. 40
Could Care Less—Carryall, Aug., p. 39
'Don't Get Around Much Anymore'—Ca ryall, April, p. 39
Fuel Facts—Carryall, Aug., p. 40
Hands Off!—As Is Today, June, p. 1
Matter Of Image, A—As Is Today, Oct., p. 2 Minute Means A Lot, A-Carryall, June,

p. 39 Other Stats—Carryall, May, p. 40 Popularity Poll—Carryall, June, p. 40 Push For Pooling—As Is Today, Oct., p.

Quest For Sensible Standards, The-Jan., Thought You'd Want To Know Dept .- Carryall, May, p. 40 Rate The Ride—Carryall, Jan., p. 31 Registrations Heading For Half-Billion Mark—As Is Today, Sept., p. 1 World In Good Shape—Carryall, Oct., p. 40

#### TAXES

Don't Let Your Taxes Surprise You-March, p. 18

#### TIRES, BATTERIES & ACCESSORIES Arabian Retreads-Carryall, April, p. 39

Bald Is Bad-Carryall, April, p. 39 Bald Is Bad—Carryall, April, p. 39
Gas Savers—Carryall, Aug. p. 40
High Performance Market Still Alive—As Is
Today, Dec., p. 2
High Speeders—Carryall, June, p. 40
Load, A—Carryall, Sept., p. 32
Moon Rubber—Carryall, Jan., p. 32
On The One Hand—Carryall, June, p. 40
Radials Roll On—As Is Today, Sept., p. Rubber Game, The-As Is Today, Feb., p.

Snow Tires Still Needed-As Is Today, Oct., p. 1 Welcome Relief-Carryall, April, p. 40 What's In A Name-Carryall, Sept., p. 32

#### TRAINING

Attica Revisited—April, p. 10 Emission Grants—Carryall, Oct., p. 40 EPA Money For Mechanic Training—As Is Today, Aug., p. 2
Mid-Level Management Courses for
Dealers—Sept., p. 8
NASVEC: The Future For The Automotive-Service Industry-June, p. 34 New Mobile Course-As Is Today, June, p.

# **TRUCKS**

Also From EPA-As Is Today, Aug., p. 2 AMC Moves The Mail-Carryall, Jan., p. 31 ATD Comes To Washington-Nov., p. 12

ATD—Serving Truck Dealers—June, p. 8
Big Government Vs. The Trucking Industry—June, p. 16
Boost For Chrysler—As Is Today, Dec., p. Heavy-Duty Truck Parts Business in 1975,

The—June, p. 27
Long Way Off—Carryall, Dec., p. 47
Off The Press—Carryall, Aug., p. 40
Paul E. Miller Is Truck Dealer Of The
Year—June, p. 29
Servicing Truck Cab Air Systems—Sept., p.

28 Southeast Truck Dealers, Take Note-As Is

Today, Oct., p. 1
Truck Industry Faces Tomorrow, The-Nov. p. 14

Trucks—Jan., p. 22 Trucks—Feb., p. 18 Trucks—April, p. 21 Trucks—May, p. 36 Trucks—June, p. 30 Trucks-July, p. 38 Trucks-Aug., p. 36 Trucks—Aug., p. 36
Trucks—Nov., p. 22
Trucks—Dec., p. 42
TRX-75: They Came To Learn—June, p. 6
While We're On The Subject—Carryall,
Aug. p. 40

#### **USED CARS**

Better Safety Than Sorry-As Is Today, Dec. p. Face-Lift—Carryall, March, p. 64
Make Them Want That Used Car—March, p. 25 Used Car Merchandising-March, p. 60



